

### REMARKS

Reconsideration and allowance of the subject application are respectfully solicited.

Claims 19 through 24 are pending, with Claims 19 and 22 being independent. Claims 19 and 22 have been amended.

### REQUEST FOR RETURN OF NOVEMBER 5, 2008 FORM PTO-1449

Applicants respectfully request return of the November 5, 2008 Corrected Information Disclosure Citation Form (Form PTO-1449).

### FURTHER REMARKS

Claims 19, 21, 22, and 24 were rejected under 35 U.S.C. § 103 over US 6,133,962 (Proehl, et al.) in view of US 5,808,608 (Young, et al.), both newly-cited. Claims 20 and 23 were rejected under 35 U.S.C. § 103 over Proehl, et al. in view of Young, et al. and previously-cited US 2002/0044144 A1 (Inoue, et al.). All rejections are respectfully traversed.

Claims 19 and 22 recite, *inter alia*, first and second electronic program guide images, each arranged as program information display areas for displaying program information of each of a respective plurality of programs corresponding to broadcasting time and channel in the matrix format area, wherein (1) the program information display areas of the first electronic program guide image display program name information corresponding to all programs of a broadcasting duration longer than a predetermined broadcasting duration and do not display program name information corresponding to programs of a broadcasting duration less than or equal to the predetermined broadcasting duration, and (2) the program information display areas of the second electronic program guide display program name information corresponding to

all programs of a broadcasting duration longer than a predetermined broadcasting duration and also display program name information corresponding to all programs of a broadcasting duration less than or equal to the predetermined broadcasting duration, which are included in the matrix format area.

However, Applicants respectfully submit that none of Proehl, et al., Young, et al., and Inoue, et al. '144, even in the proposed combinations, assuming, *arguendo*, that such could be combined, discloses or suggests at least the above-discussed claimed features as recited, *inter alia*, in Claims 19 and 22.

The Official Action states at p. 3, lines 15-21, with respect to Proehl, et al., "A predetermined duration is a period of time, which under broadest reasonable interpretation can be interpreted as a program time in between two intervals of time, in this case from 2:30 to 3 {predetermined duration}.... program names after 2:30 to 3 {longer than a predetermined duration} are shown while program names from 2:30 to 3 and before {less than or equal to the predetermined duration} are not shown". Applicants respectfully traverse the foregoing, and submit that Proehl, et al. relates, e.g., to display of programs available during a time block, not based upon broadcasting duration as claimed. Applicants respectfully submit that Young, et al. fails to remedy Proehl, et al.'s deficiencies. And Applicants respectfully submit that Inoue '144 merely discloses, e.g., the technique of displaying program information of the selected program in a predetermined field or a popup window, and program information of the short programs other than the selected short program cannot be displayed. Accordingly, Applicants respectfully submit that even if the documents could be combined as proposed, *arguendo*, the combinations would fail to disclose or suggest at least the above-discussed claimed features as recited, *inter alia*, in Claims 19 and 22.

Applicants further respectfully submit that there has been no showing of any indication of motivation in the cited documents that would lead one having ordinary skill in the art to arrive at the above-discussed claimed features as recited, *inter alia*, in Claims 19 and 22. By means of such features, Applicants respectfully submit that the present invention may address the problems discussed at p. 3 of the specification; of course, the claims are not limited to the disclosed embodiments.

The dependent claims are also submitted to be patentable because they set forth additional aspects of the present invention and are dependent from independent claims discussed above. Therefore, separate and individual consideration of each dependent claim is respectfully requested.

Applicants submit that this application is in condition for allowance, and a Notice of Allowance is respectfully requested.

Applicants' undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should to be directed to our below listed address.

Respectfully submitted,

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